

Message Text

UNCLASSIFIED

PAGE 01 STATE 207005

10

ORIGIN COME-00

INFO OCT-01 NEA-10 EB-07 ISO-00 USIA-15 /033 R

DRAFTED BY COM/BIC/OIM/MADERHOLD/CS/CMP/238

APPROVED BY EB/OCA/CBERLIN

COM/BIC/OIM/TCMOORE/CMM/238

COM/BIC/OIM/PD/WLUNDY

COM/BIC/OED/SKARIKAS

STATE/EB/NEA/INS/JGRAHAME

STATE/EB/OCA/LKLIEFORTH

USIA/INA/TPINCH

----- 057898

R 200011Z AUG 76

FM SECSTATE WASHDC

TO AMEMBASSY NEW DELHI

INFO AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

UNCLAS STATE 207005

E.O11652: N/A

TAGS: BEXP: IN

SUBJECT: CCP'76, FOURTH QUARTER WCAG MEETING

REF: NEW DELHI 10298

1. SUMMARY: OVERALL COMMERCIAL GOALS AND CAMPAIGN OBJECTIVES HAVE BEEN SUBSTANTIALLY ACHIEVED AND IN SOME INSTANCES EXCEEDED EXPECTATIONS. ACCOMPLISHMENTS OVERSHADOW NUMERICAL SHORTFALLS FOR SOME CAMPAIGN OBJECTIVES AND REFLECT A RATIONAL ALLOCATION OF RESOURCES FOR PRIORITY AREAS RATHER THAN MEETING QUANTITATIVE GOALS. UNQUALIFIED COOPERATION BY USIS IS INDICATIVE OF COORDINATED EFFORT AND TEAMWORK BY EMBASSY AND CONSULATES TO MAKE AN EFFECTIVE IMPACT ON SELECTED SECTORS OF THE INDIAN MARKET AND PROVIDE REALISTIC SUPPORT FOR U.S.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 207005

ECONOMIC AND COMMERCIAL INTERESTS IN INDIA. POST CON-

DUCTED MARKET RESEARCH CONSIDERED EXCELLENT AND WAS WIDELY DISSEMINATED TO U.S. INDUSTRY WHICH RESPONDED MOST FAVORABLY CONCERNING THE COMPREHENSIVENESS AND USEFULNESS OF THESE REPORTS AS EFFECTIVE MARKETING TOOLS. SUPPORT FOR FOREIGN BUYERS PROGRAM (FBP) AND QUALITY OF COMMERCIAL NEWSLETTER CONSIDERED EXCELLENT.

2. SECTION I -- OVERVIEW: COMMERCIAL GOALS ACHIEVED. U.S. EXPORTS REACHED A RECORD LEVEL OF 1.29 BILLION DOLLARS WITH APPROXIMATELY 85 PERCENT SHIPPED UNDER COMMERCIAL TERMS. POTENTIAL MARKETS AND LARGE SCALE PROJECTS WERE IDENTIFIED THROUGH MARKET RESEARCH AND TRADE OPPORTUNITY/GOVERNMENT TENDER REPORTING. EFFECTIVE REPRESENTATION PROVIDED BY EMBASSY TO PROTECT U.S. ECONOMIC INTERESTS IN INDIA AND PARTICIPATION IN JOINT COMMISSION MEETINGS WAS, APPARENTLY, A CONTRIBUTING FACTOR IN MODIFYING FERA REGULATIONS.

3. CAMPAIGN NO. 1. -- ELECTRONICS AND COMMUNICATIONS EQUIPMENT: CAMPAIGN OBJECTIVES ACHIEVED. THREE POST CONDUCTED MARKET SURVEYS COVERING (A) ELECTRONIC COMPONENTS, (B) ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT AND (C) COMPUTER PERIPHERALS SUBMITTED BY THE EMBASSY EXCEEDED CAMPAIGN OBJECTIVES. A MULTIPLIER EFFECT WAS ACHIEVED BY DISSEMINATING REPORTS TO OVER 90 TRADE ORGANIZATIONS AND PUBLICATIONS. END-USERS RESPONSE EXTOLLED QUALITY AND VALUE OF THESE REPORTS. MOREOVER, THEY PROVIDED ESSENTIAL MARKETING INFORMATION FOR PRE-EVENT PROMOTIONAL ACTIVITIES RELATED TO JANUARY 1977 CATALOG SHOWS.

4. CAMPAIGN NO. 2. -- SCIENTIFIC, INDUSTRIAL AND MEDICAL INSTRUMENTS: RESULTS EXCEEDED CAMPAIGN OBJECTIVES. INITIATIVE 0Y POSTS, ACHIEVED GREATER IMPACT ON INDIAN MARKET AND INTRODUCTION OF MORE NEW TO MARKET FIRMS THAN ANTICIPATED. SUCCESSFUL RESULTS ACHIEVED TO DATE WILL BE FOLLOWED UP BY USDOC SPONSORED TECHNICAL SALES SEMINAR DURING NOVEMBER 1976. EMBASSY/CONSULATES PERFORMANCE COMMENDABLE.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 207005

5. CAMPAIGN NO. 3. -- CHEMICAL AND FERTILIZER PLANT EQUIPMENT: CAMPAIGN OBJECTIVES SUBSTANTIALLY ACHIEVED. OVERALL REPORTING AND MARKET RESEARCH FOR THIS CAMPAIGN OFFSET NUMERICAL SHORTFALLS IN TRADE AND INVESTMENT OPPORTUNITY SUBMISSIONS.

6. CAMPAIGN NO. 4. -- MINING MACHINERY AND EQUIPMENT: CAMPAIGN OBJECTIVES SUBSTANTIALLY ACHIEVED THROUGH

DETAILED REPORTS CONCERNING PROGRESS AND STATUS OF MAJOR MINING AND MINERAL PROJECTS. SHORTFALLS IN PROJECTED SALES ATTRIBUTED TO SLOW MOVING INDIAN BUREAUCRACY.

7. CAMPAIGN NO. 5. -- OILFIELD EQUIPMENT: CAMPAIGN OBJECTIVES SUBSTANTIALLY ACHIEVED BY EFFECTIVE REPORTING AND PROMOTIONAL EFFORTS IN SUPPORT OF FBP. POST CONDUCTED MARKET RESEARCH DISSEMINATED TO ALL KNOWN TRADE ASSOCIATIONS AND PUBLICATIONS IN THE U.S. CONCERNED WITH PETROLEUM INDUSTRY. COPIES ALSO PROVIDED TO USDOC DISTRICT OFFICES, WHEN REQUESTED, FOR SUBSEQUENT USE BY U.S. FIRMS.

8. OTHER PROJECTS: EMBASSY/CONSULATES HAVE EFFECTIVELY SUPPORTED GOALS FOR OTHER ACTIVITIES MENTIONED IN CCP AND EXPECTED RESULTS WERE ACHIEVED. POST INITIATIVES IN SUPPORT OF FBP, EXCELLENT QUALITY OF COMMERCIAL NEWS-LETTER AND COMMENDABLE COOPERATION BY USIS PARTICULARLY NOTED.

9. COMMENT: CONCERTED EFFORT BY EMBASSY/CONSULATES RESULTED IN ACHIEVING MAXIMUM RESULTS IN A COMPLEX AND DIFFICULT ECONOMIC AND COMMERCIAL ENVIRONMENT. WCAG WOULD APPRECIATE EMBASSY COMMENTS CONCERNING OVERALL DECLINE IN REPORTING WHICH IS USED TO COMPILE FOREIGN TRADERS INDEX. ROBINSON

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 20 AUG 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE207005
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/OIM/MADERHOLD/CS/CMP/238
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760319-0558
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760833/aaaabcqh.tel
Line Count: 144
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 NEW DELHI 10298
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 01 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 APR 2004 by ReddocGW>; APPROVED <18 JAN 2005 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CCP'76, FOURTH QUARTER WCAG MEETING
TAGS: BEXP, IN
To: NEW DELHI
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006